

Marketing Tips for the Farmer and Market Manager

Lessons learned from Crossroads Community Food Network

WHO IS HERE TODAY?













Marketing Implications

- Working with other organizations
- Word of mouth
- Paper flyers (WIC offices, bus stop posters)
- Sidewalk chalk
- Banners
- Other signage
- Social media





New **NUEVO** Location

Anne St. @ University Blvd. East Takoma Park, MD Across from RITE AID

Use your EBT and WIC to **GET MORE**

FRESH Fruits & Veggies!

Recibe MAS frutas y verduras FRESCAS cuando use sus estampillas de comida y WIC



11:00 am - 3:00 pm June 4th - November 19th, 2014

street parking in neighborhood • parqueo en la vecinidad rain or shine • Iluvia o sol

www.CrossroadsCommunityFoodNetwork.org

Second Session Starting Soon/



Are you trying to eat more fresh vegetables this season? Do you want to support local farmers during Eat Local Month? The second session of the Crossroads Community Food Network CSA begins soon, so if you missed out on the first round, you've got a second chance!

Join the Crossroads CSA today and get 10 weeks of fresh produce! Starting on September 10, you can enjoy a weekly share of late summer and early fall's best fruits and veggies.

What is included?

Typically the share consists of vegetables, herbs and fruit, but other products may be included, including meat, pasta, locally roasted coffee and bread. With the Crossroads CSA, you'll get items from at least eight local farms.

How much does it cost?

The cost of each share is \$25 per week. Consider splitting a share with a friend, neighbor, or coworker to support local farmers. Participants prepay for a 10-week subscription (\$250); Contact Michelle at mdudley@crossroadscommunityfoodnetwork.org to sign up.

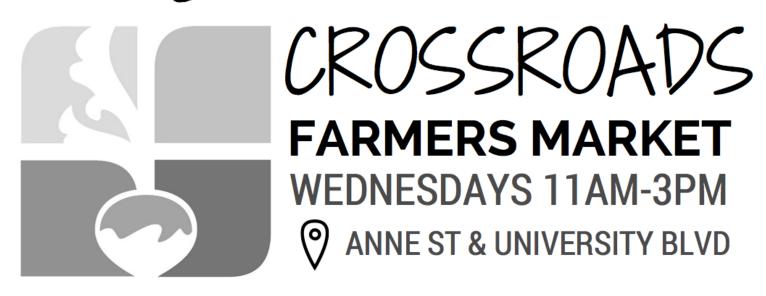
Where do I get it?

You can pick up your share at the market site between 2-4pm on Wednesdays, or have your share delivered to the lobby of the Takoma Business Center for a weekly \$2 fee (pick up 4-5:30pm).

The Crossroads Farmers Market is on Wednesdays from 11-3 on Anne St. (between University Blvd. & Hammond Ave.) Stop by for a hot lunch and great entertainment - we'd love to see you there!



OPENING JUNE 3RD!



Come for lunch, Get your shopping done, Enjoy music and art

Online Marketing

- CFM Facebook page
- CCFN Facebook page
- General tips:
 - KISS (Keep It Simple, Stupid!)
 - Don't overcommit
 - Helps to have a diverse set of efforts
 - Consider featuring your farmers
 - Use Insights to your advantage
 - Frequency matters

Newsletters

- CFM vs CCFN
- Crossroads Weekly
- Tips:
 - Timing and consistency
 - Consider your audience
 - Link to other online sites
 - Some ideas: invite to events, promote farmers
 - Use as an educational tool (recipes, seasonal produce)
 - Pictures!
 - Logistics (parking, address, anything else)











Consistency is Key

- Our market has changed locations but grown
- We let people know where we will be and when... then we follow through!
 - Especially true with weather
 - Try not to start or pack up early



Marketing at Market

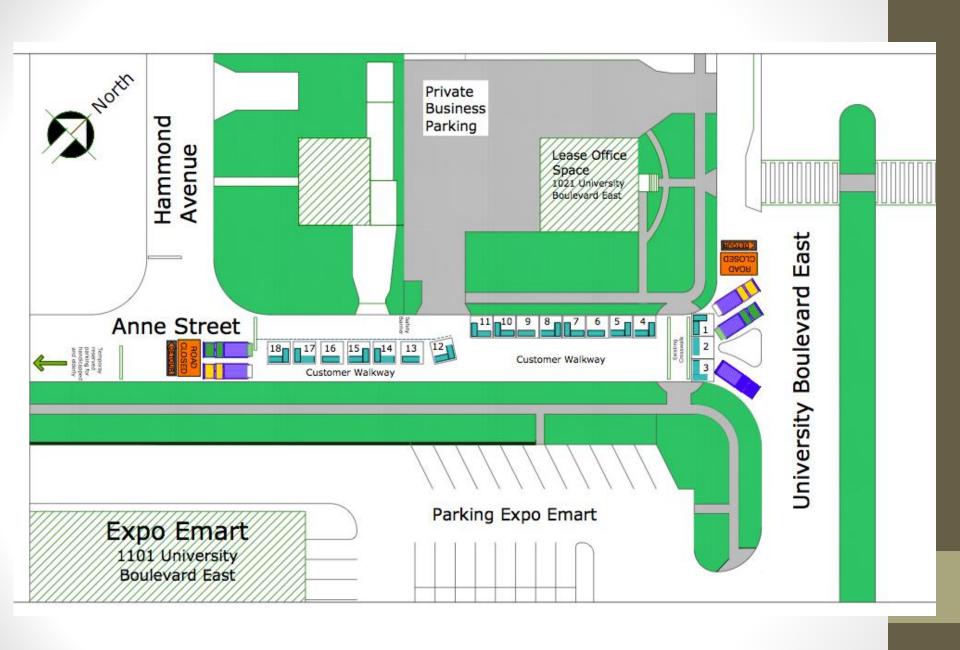
- Rule of Abundance
- Food demos, other attractions
- Places to sit and relax
- "Today at Market" board
- Consider market layout











Crossroads' Lessons Learned

- Careful with logos!
- Make sure marketing materials are easily stored and have multiple uses
- Be creative
- Streamline your efforts
- Double check before printing
- Know your market

Crossroads' Keys to Success

- Collaborate with other organizations
- Cater to the population
- Be consistent!
- Rule of abundance
- KISS
- Keep working for it, once you got it, keep it!
- Stick with one logo

Additional Resources

- AMSTA (Agricultural Marketing Service Technical Assistance Project) tips for writing grants and other resources
- Selling at Farmers Markets: Ideas and information to make your venture a success
 - "Growing For Market" magazine
- Check out what competitors and other markets across the nation are doing (ex: Crescent City)

QUESTIONS?

